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SMBW Announces Promotion of Melinda Jeffries, NCIDQ, to Firm Associate

Richmond, VA – SMBW, PLLC, an interdisciplinary design studio for architecture, landscape architecture, interior design, and urban planning founded and operating in Richmond, is proud to announce that Melinda Jeffries, NCIDQ, has been promoted to an Associate in the firm.

Jeffries, of Richmond, VA, first earned a B.S. in Biology, followed by a Master's in Teaching from James Madison University in '07 and '08 respectively. After having completed a Master's in Fine Arts for Interior Environments at Virginia Commonwealth University, she began her career at SMBW and has been with the firm for over six years. She continues to utilize her teaching skills through adjunct positions within the Interior Design Department at VCU.

With a passion for creating, Jeffries enjoys problem-solving to produce unique and functional spaces for an array of project types including commercial offices, higher education, community non-profits, and residential. She has acted as the lead on multiple interior renovation projects. Such projects included adding mezzanines to what was once a retail-zoned shell space, converting it to corporate office use with high design for Envera Health, as well as the rehabilitation of an under-used Shockoe Bottom building to house the community-driven 1717 Innovation Center. Additionally, she balances commercial work with residential projects located in Williamsburg, the Eastern Shore and Richmond.

Tamara Van Meter, Firm Principal and Head of Interiors: "Melinda's background in teaching and science coupled with her artistic talent create the perform storm as a design leader. She is a deeply analytical and strategic thinker which enable creative problem solving and design solutions. Her engaging personality and communication style make her a natural mentor to our firm's young designers as well as the regional design student community. We are thrilled to welcome Melinda as an Associate of SMBW!"

Requests for additional information or interviews should be forwarded to SMBW Marketing Coordinator, Annie Colpitts, at acolpitts@smbw.com.

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